

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2439670	Student Name	Leonid Opykhanyi
Website Chosen	https://yogareading.co.uk/		
Insert hyperlink to website	Yoga Reading		
<u>Evaluation</u>			
Respond to each question			
Section 1 – Usability			
(75 words maximum for each answer)			
Question 1a - How quickly and easily does the website load?			
Answer: The website is a little slow and not easy to use.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Website contains many pages and many pages to use for customer navigate.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: To book a date and a ticket, need to register on the website, can book			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Could be improved, easier booking, faster page loading			
Section 2 – Pleasure – Customer Experience			
(75 words maximum for each answer)			
Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?			
Answer: Website looks a little different on the phone and on the computer, especially some tabs like events are not expanded in the mobile browser, but on the computer there is an expanded events/ there are so many pages it's easy to get confused there's so much information.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The photos and video on the site are like pictures, some are blurry and not very clear, and the page where can place an order doesn't look very good.			
Question 2c – Has the website made use of an online chat tool on the website? How effective is this to enquire about the product or service?			
Answer: The website has no online chat and it is very difficult to find anything on the site.			
Question 2d – How effective are the social media links on the website?			
Answer:			

The social media links are simple on the right side at the bottom, they open without any problems, they are effective.

Section 3 – Perceived Value

(75 words maximum for each answer)

Question 3a - How are the services offered by the company made clear to customers?

Answer:

The website offers yoga classes for certain hours and various programs, and offers its products

Question 3b - How are customer reviews made available? Are these up to date?

Answer:

I didn't find any customer reviews and I didn't find a tab to check or write a review. It's only available on social media like Facebook and Instagram. And there are no reviews there either.

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend to a friend or family member?

Answer:

In my opinion, the service is not presented in a high quality way because I don't even know what will be in this yoga class. I would not recommend this website to my friends because I have not used it myself and I don't know.

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If no, why do you think the company has chosen not to include prices?

Answer:

Prices for classes are on the website, there is a separate tab where it says prices. But it is completely unclear what the prices are for which classes and what is included.

Section 4 – Searchability

Question 4a - What **three** words would you type into Google to find this type of service?

1.Yoga Reading

2.Classes Yoga

3. yoga for mom and baby

Question 4b - When you type these words into google, does the company's website appear in the top ten websites?

Answer:

Yes. When I type these words into a Google search, the very first site appears and this is the site I am analyzing.

Section 5 – Reflection and conclusion

(120 words maximum for each answer)

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer:

Yes — I believe that the website of Yoga Reading shows clearly why websites remain important for modern UK businesses. Because of the site's structure: it provides full details of their offerings (classes, timetables, pricing), easy online booking and membership purchase, event announcements and an FAQ section — making it simple for

potential clients to explore and commit. Finally, a professional website builds credibility: by displaying clear class types, pricing, teacher info, location and contact details, Yoga Reading presents itself as a trustworthy, serious business — something many users expect before signing up

Question 5b - If you were to make one recommendation about how to improve the website of your chosen company, what would it be? Why have you suggested this improvement?

Answer:

One clear improvement for the Yoga Reading website would be to add a visible testimonials or reviews section featuring real student feedback. Why: The site provides good information about classes and schedules, but it currently shows very little social proof. Testimonials help potential clients feel confident that the studio is trustworthy, friendly and professionally run. For many people choosing a yoga studio, positive reviews are a key factor in decision-making. Adding this section would strengthen credibility and make the website more persuasive to new visitors.

Reference List

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